Lampiran 1. Kuesioner
Judul Skripsi:

PENGARUH *STORE IMAGE* TERHADAP *RETAILER LOYALTY* MELALUI *RETAILER EQUITY DIMENSION* PADA KONSUMEN PAPAYA SUPERMARKET DARMO PERMAI SURABAYA

Kepada Responden Yang Terhormat,
Dengan ini, saya mahasiswi Universitas Katolik Widya Mandala Surabaya:
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Fakultas : Bisnis
Jurusan : Manajemen Ritel

Mengharapkan kesediaan saudara untuk membantu mengisi kuesioner ini demi membantu kelancaran perolehan dan pengolahan data dalam penelitian tugas akhir saya. Demikian permohonan saya, atas bantuan dan kerjasamanya, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

Jawablah pertanyaan dengan memberi tanda (X) pada salah satu jawaban.

1. Jenis Kelamin :
   a. Laki-laki b. Perempuan

2. Usia :
   a. 17 – 24 tahun b. 25 – 34 tahun c. > 34 tahun

3. Pendidikan :
   a. SMP b. SMA c. S1

4. Pekerjaan:
   a. Karyawan c. Ibu Rumah Tangga
   b. Wiraswasta d. Lain-lain

PETUNJUK PENGISIAN

Berikanlah penilaian saudara terhadap beberapa pernyataan berikut, dengan memberi tanda (X) pada kolom yang berisi penilaian terhadap pernyataan di bawah, dengan keterangan penilaian sebagai berikut:

STS = Sangat Tidak Setuju
TS = Tidak Setuju
N = Netral
S = Setuju
SS = Sangat Setuju

Store Image

No	Pertanyaan	STS	TS	N	S	SS
1	Saya mengetahui supermarket Papaya Darmo Permai dengan baik					
2	Reputasi supermarket Papaya Darmo Permai Surabaya baik di mata saya					
3	Tempat parkir pada supermarket Papaya Darmo Permai Surabaya luas dan nyaman					
4	Jam operasional pada supermarket Papaya Darmo Permai Surabaya konsisten dan tepat waktu					
5	Supermarket Papaya Darmo Permai Surabaya menjaga kerapian pemajangan barang dagangan					
6	Pencahayaan dan temperatur ruangan pada supermarket Papaya Darmo Permai Surabaya nyaman bagi saya					
7	Karyawan di supermarket Papaya Darmo Permai Surabaya ramah pada konsumen					
8	Karyawan supermarket Papaya Darmo Permai Surabaya cepat dalam melayani konsumen					

9	Harga barang yang ditawarkan supermarket Papaya Darmo Permai Surabaya menurut saya sudah sesuai atau wajar					
10	Saya mendapat nilai lebih dari uang yang saya belanjakan pada supermarket Papaya Darmo Permai Surabaya dibandingkan ritel lain					

Retailer Equity Dimension

No	Pertanyaan	STS	TS	N	S	SS
1	Suasana supermarket Papaya Darmo Permai Surabaya sangat menarik bagi saya					
2	Menurut saya supermarket Papaya Darmo Permai Surabaya menawarkan fasilitas yang sangat baik bagi saya					
3	Supermarket Papaya Darmo Permai Surabaya menawarkan pelayanan konsumen yang sangat baik					
4	Saya menyadari keberadaan supermarket Papaya Darmo Permai Surabaya					
5	Saya mengenal supermarket Papaya Darmo Permai Surabaya sebagai ritel yang menjual barang *fresh* dan impor dibandingkan dengan riteler lain					
6	Beberapa karakteristik supermarket Papaya Darmo Permai Surabaya secara cepat datang pada pikiran saya					
7	Supermarket Papaya Darmo Permai Surabaya memberi layanan yang baik sejak awal kunjungan saya ke ritel					
8	Supermarket Papaya Darmo Permai Surabaya menawarkan produk dengan kualitas yang sangat baik					
9	Supermarket Papaya Darmo Permai Surabaya menjaga konsistensi kualitas produknya					

Retailer Loyalty

No	Pertanyaan	STS	TS	N	S	SS
1.	Supermarket Papaya Darmo Permai Surabaya menjadi pilihan utama saya untuk berbelanja					
2.	Walaupun terjadi kenaikan harga pada produk yang dijual, saya lebih suka berbelanja pada supermarket Papaya Darmo Permai Surabaya dibanding ritel lain					
3.	Saya akan merekomendasikan supermarket Papaya Darmo Permai Surabaya pada kerabat saya					

Lampiran 2. Karakteristik Responden

Jenis_kel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	78	39.0	39.0	39.0
	perempuan	122	61.0	61.0	100.0
	Total	200	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 24 tahun	46	23.0	23.0	23.0
	25 - 34 tahun	58	29.0	29.0	52.0
	> 34 tahun	96	48.0	48.0	100.0
	Total	200	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	3	1.5	1.5	1.5
	SMA	61	30.5	30.5	32.0
	S1	136	68.0	68.0	100.0
	Total	200	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan	42	21.0	21.0	21.0
	Wiraswasta	53	26.5	26.5	47.5
	Ibu rumah tangga	65	32.5	32.5	80.0
	Lain-lain	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Lampiran 3. Data Isian Kuesioner

No	JK	USIA	PEN	PEK	SI										RED									RL		
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116	1	2	3	2	3	4	3	4	3	4	4	3	3	3	3	3	4	4	3	3	3	4	3	3	2	3

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Lampiran 4. Uji Outlier

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.77	175.74	100.50	31.213	200
Std. Predicted Value	-2.939	2.411	.000	1.000	200
Standard Error of Predicted Value	10.667	25.295	17.289	2.884	200
Adjusted Predicted Value	7.05	174.09	100.71	31.439	200
Residual	-131.835	125.778	.000	48.742	200
Std. Residual	-2.551	2.434	.000	.943	200
Stud. Residual	-2.698	2.595	-.002	1.002	200
Deleted Residual	-147.493	142.958	-.214	55.046	200
Stud. Deleted Residual	-2.748	2.638	-.002	1.006	200
Mahal. Distance	7.482	46.677	21.890	7.523	200
Cook's Distance	.000	.050	.006	.008	200
Centered Leverage Value	.038	.235	.110	.038	200

a Dependent Variable: Resp (22 indikator)

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.53	173.20	100.50	30.319	200
Std. Predicted Value	-3.099	2.398	.000	1.000	200
Standard Error of Predicted Value	8.947	23.053	15.190	2.919	200
Adjusted Predicted Value	4.78	171.55	100.60	30.409	200
Residual	-121.302	125.689	.000	49.303	200
Std. Residual	-2.353	2.438	.000	.956	200
Stud. Residual	-2.454	2.563	-.001	1.003	200
Deleted Residual	-131.970	138.940	-.097	54.279	200
Stud. Deleted Residual	-2.489	2.604	-.001	1.007	200
Mahal. Distance	4.998	38.797	16.915	6.802	200
Cook's Distance	.000	.043	.006	.007	200
Centered Leverage Value	.025	.195	.085	.034	200

a Dependent Variable: Resp (17 indikator)

Lampiran 5. Output Normalitas

22 Indikator

DATE: 07/17/2014
TIME: 22:22

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

The following lines were read from file D:\SEM.PR2:

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!PRELIS SYNTAX: Can be edited
SY='D:\SEM.PSF'
OU MA=CM SM=D:\SEM.COV XT
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Total Sample Size = 200

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St.Dev	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
SI1	3.495	0.821	60.234	0.016	0.044	1.000	2	5.000	23
SI2	3.695	0.834	62.661	-0.006	-0.163	1.000	2	5.000	38
SI3	3.430	0.883	54.959	0.060	-0.083	1.000	3	5.000	26
SI4	3.610	0.769	66.417	0.329	-0.227	1.000	1	5.000	29
SI5	3.585	0.732	69.286	0.207	0.051	1.000	1	5.000	22
SI6	3.635	0.771	66.658	0.203	-0.211	1.000	1	5.000	29
SI7	3.600	0.802	63.480	0.142	0.047	1.000	2	5.000	30
SI8	3.615	0.849	60.234	0.083	-0.207	1.000	2	5.000	35
SI9	3.515	0.851	58.446	0.027	-0.125	1.000	2	5.000	27
SI10	3.650	0.837	61.652	0.113	-0.214	1.000	2	5.000	37

RED1	3.485	0.776	63.480	-0.112	0.300	1.000	2	5.000	17
RED2	3.480	0.776	63.398	0.360	0.004	1.000	1	5.000	23
RED3	3.475	0.756	64.965	0.086	0.067	1.000	1	5.000	17
RED4	3.545	0.749	66.948	0.316	-0.387	2.000	9	5.000	22
RED5	3.545	0.813	61.651	-0.005	0.081	1.000	2	5.000	25
RED6	3.515	0.845	58.856	0.003	-0.091	1.000	2	5.000	26
RED7	3.470	0.736	66.669	0.219	-0.241	2.000	13	5.000	16
RED8	3.610	0.838	60.959	-0.094	-0.045	1.000	2	5.000	30
RED9	3.575	0.798	63.318	0.141	-0.511	2.000	13	5.000	26
RL1	3.420	0.969	49.931	0.078	-0.394	1.000	4	5.000	34
RL2	3.360	0.946	50.231	0.194	-0.229	1.000	4	5.000	31
RL3	3.490	0.750	65.796	0.143	-0.300	2.000	14	5.000	17

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
SI1	0.096	0.924	0.280	0.779	0.088	0.957
SI2	-0.036	0.971	-0.384	0.701	0.149	0.928
SI3	0.355	0.722	-0.110	0.912	0.138	0.933
SI4	1.906	0.057	-0.618	0.537	4.015	0.134
SI5	1.214	0.225	0.300	0.764	1.564	0.458
SI6	1.191	0.233	-0.558	0.577	1.730	0.421
SI7	0.836	0.403	0.287	0.774	0.782	0.676
SI8	0.491	0.624	-0.540	0.589	0.532	0.766
SI9	0.160	0.873	-0.252	0.801	0.089	0.956
SI10	0.667	0.505	-0.566	0.571	0.765	0.682
RED1	-0.664	0.507	0.950	0.342	1.342	0.511
RED2	2.078	0.038	0.162	0.871	4.346	0.114
RED3	0.506	0.613	0.345	0.730	0.375	0.829
RED4	1.836	0.066	-1.276	0.202	4.998	0.082
RED5	-0.030	0.976	0.385	0.700	0.149	0.928
RED6	0.018	0.986	-0.139	0.889	0.020	0.990
RED7	1.285	0.199	-0.669	0.503	2.099	0.350
RED8	-0.554	0.580	0.012	0.991	0.307	0.858
RED9	0.831	0.406	-1.878	0.060	4.218	0.121
RL1	0.460	0.645	-1.307	0.191	1.920	0.383
RL2	1.140	0.254	-0.623	0.534	1.688	0.430
RL3	0.842	0.400	-0.900	0.368	1.519	0.468

Relative Multivariate Kurtosis = 1.024

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
70.828	5.037	0.000	540.885	3.436	0.001	37.173	0.000

17 Indikator

DATE: 07/17/2014
TIME: 22:42

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

The following lines were read from file D:\SEM17IND.PR2:

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!PRELIS SYNTAX: Can be edited
SY='D:\SEM17IND.PSF'
OU MA=CM SM=D:\SEM17IND.COV XT
```

Total Sample Size = 200

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St.Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
SI1	3.495	0.821	60.234	0.016	0.044	1.000	2	5.000	23
SI2	3.695	0.834	62.661	-0.006	-0.163	1.000	2	5.000	38
SI3	3.430	0.883	54.959	0.060	-0.083	1.000	3	5.000	26
SI7	3.600	0.802	63.480	0.142	0.047	1.000	2	5.000	30
SI8	3.615	0.849	60.234	0.083	-0.207	1.000	2	5.000	35
SI9	3.515	0.851	58.446	0.027	-0.125	1.000	2	5.000	27

RED1	3.485	0.776	63.480	-0.112	0.300	1.000	2	5.000	17
RED2	3.480	0.776	63.398	0.360	0.004	1.000	1	5.000	23
RED3	3.475	0.756	64.965	0.086	0.067	1.000	1	5.000	17
RED5	3.545	0.813	61.651	-0.005	0.081	1.000	2	5.000	25
RED6	3.515	0.845	58.856	0.003	-0.091	1.000	2	5.000	26
RED7	3.470	0.736	66.669	0.219	-0.241	2.000	13	5.000	16
RED8	3.610	0.838	60.959	-0.094	-0.045	1.000	2	5.000	30
RED9	3.575	0.798	63.318	0.141	-0.511	2.000	13	5.000	26
RL1	3.420	0.969	49.931	0.078	-0.394	1.000	4	5.000	34
RL2	3.360	0.946	50.231	0.194	-0.229	1.000	4	5.000	31
RL3	3.490	0.750	65.796	0.143	-0.300	2.000	14	5.000	17

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
SI1	0.096	0.924	0.280	0.779	0.088	0.957
SI2	-0.036	0.971	-0.384	0.701	0.149	0.928
SI3	0.355	0.722	-0.110	0.912	0.138	0.933
SI7	0.836	0.403	0.287	0.774	0.782	0.676
SI8	0.491	0.624	-0.540	0.589	0.532	0.766
SI9	0.160	0.873	-0.252	0.801	0.089	0.956
RED1	-0.664	0.507	0.950	0.342	1.342	0.511
RED2	2.078	0.038	0.162	0.871	4.346	0.114
RED3	0.506	0.613	0.345	0.730	0.375	0.829
RED5	-0.030	0.976	0.385	0.700	0.149	0.928
RED6	0.018	0.986	-0.139	0.889	0.020	0.990
RED7	1.285	0.199	-0.669	0.503	2.099	0.350
RED8	-0.554	0.580	0.012	0.991	0.307	0.858
RED9	0.831	0.406	-1.878	0.060	4.218	0.121
RL1	0.460	0.645	-1.307	0.191	1.920	0.383
RL2	1.140	0.254	-0.623	0.534	1.688	0.430
RL3	0.842	0.400	-0.900	0.368	1.519	0.468

Relative Multivariate Kurtosis = 1.039

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
37.464	5.842	0.000	335.496	3.713	0.000	47.913	0.000

Lampiran 6. Output SEM

22 Indikator

DATE: 7/17/2014
TIME: 22:24

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SEM.spl:

```
RETAILER EQUITY
OBSERVED VARIABEL SI1-SI10 RED1-RED9 RL1-RL3
COVARIANCE MATRIX FROM FILE D:\SEM.COV
SAMPLE SIZE 200
LATENT VARIABLES St_Img Rt_Eq_Di Rt_Loyal
RELATIONSHIP:
SI1=1*St_Img
SI2-SI10=St_Img
RED1=1*Rt_Eq_Di
RED2-RED9=Rt_Eq_Di
RL1=1*Rt_Loyal
RL2-RL3=Rt_Loyal
Rt_Eq_Di=St_Img
Rt_Loyal=Rt_Eq_Di
OPTIONS: SC EF
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 200

RETAILER EQUITY

Covariance Matrix

	RED1	RED2	RED3	RED4	RED5	RED6
RED1	0.60					
RED2	0.30	0.60				
RED3	0.34	0.35	0.57			
RED4	0.13	0.09	0.13	0.56		
RED5	0.20	0.20	0.20	0.21	0.66	
RED6	0.26	0.15	0.21	0.20	0.24	0.71
RED7	0.25	0.24	0.24	0.12	0.12	0.15
RED8	0.28	0.27	0.30	0.11	0.20	0.19
RED9	0.25	0.21	0.24	0.13	0.14	0.23
RL1	0.45	0.41	0.41	0.23	0.32	0.30
RL2	0.31	0.34	0.31	0.21	0.45	0.33
RL3	0.27	0.29	0.25	0.19	0.24	0.24
SI1	0.35	0.31	0.33	0.16	0.24	0.26
SI2	0.29	0.24	0.24	0.18	0.13	0.19
SI3	0.20	0.19	0.21	0.07	0.20	0.23
SI4	0.20	0.09	0.13	0.15	0.07	0.14
SI5	0.07	0.12	0.09	0.05	0.04	0.06
SI6	0.08	0.07	0.09	0.05	0.13	0.16
SI7	0.23	0.17	0.23	0.14	0.19	0.21
SI8	0.28	0.20	0.25	0.17	0.14	0.26
SI9	0.27	0.20	0.32	0.21	0.28	0.23
SI10	0.22	0.09	0.14	0.13	0.21	0.23

Covariance Matrix

	RED7	RED8	RED9	RL1	RL2	RL3
RED7	0.54					
RED8	0.27	0.70				
RED9	0.23	0.27	0.64			
RL1	0.35	0.37	0.38	0.94		
RL2	0.23	0.32	0.35	0.52	0.89	
RL3	0.20	0.29	0.24	0.40	0.34	0.56
SI1	0.24	0.32	0.29	0.48	0.36	0.30
SI2	0.23	0.26	0.17	0.37	0.19	0.21

SI3	0.17	0.25	0.23	0.34	0.36	0.20
SI4	0.12	0.15	0.17	0.20	0.17	0.16
SI5	0.07	0.13	0.07	0.08	0.05	0.14
SI6	0.11	0.10	0.14	0.06	0.09	0.05
SI7	0.19	0.24	0.27	0.30	0.27	0.22
SI8	0.28	0.22	0.20	0.29	0.24	0.20
SI9	0.19	0.28	0.23	0.41	0.39	0.24
SI10	0.11	0.15	0.16	0.31	0.28	0.15

Covariance Matrix

	SI1	SI2	SI3	SI4	SI5	SI6
SI1	0.67					
SI2	0.37	0.70				
SI3	0.28	0.15	0.78			
SI4	0.23	0.21	0.10	0.59		
SI5	0.08	0.04	-0.01	0.02	0.54	
SI6	0.06	0.06	0.01	0.01	0.08	0.59
SI7	0.21	0.16	0.23	0.20	0.09	0.11
SI8	0.21	0.21	0.25	0.06	0.15	0.12
SI9	0.27	0.12	0.28	0.11	0.02	0.08
SI10	0.17	0.14	0.13	0.11	0.03	0.08

Covariance Matrix

	SI7	SI8	SI9	SI10
SI7	0.64			
SI8	0.33	0.72		
SI9	0.28	0.29	0.72	
SI10	0.13	0.22	0.30	0.70

RETAILER EQUITY

Number of Iterations = 11
LISREL Estimates (Maximum Likelihood)

Measurement Equations

RED1 = 1.00*Rt_Eq_Di, Errorvar.= 0.29 , R^2 = 0.52
(0.032)
9.05

RED2 = 0.89*Rt_Eq_Di, Errorvar.= 0.35 , R^2 = 0.42
(0.10) (0.037)
8.88 9.37

RED3 = 0.97*Rt_Eq_Di, Errorvar.= 0.28 , R^2 = 0.52
(0.098) (0.031)
9.89 9.08

RED4 = 0.53*Rt_Eq_Di, Errorvar.= 0.47 , R^2 = 0.16
(0.098) (0.048)
5.46 9.82

RED5 = 0.75*Rt_Eq_Di, Errorvar.= 0.48 , R^2 = 0.27
(0.11) (0.050)
7.07 9.67

RED6 = 0.79*Rt_Eq_Di, Errorvar.= 0.52 , R^2 = 0.28
(0.11) (0.054)
7.17 9.66

RED7 = 0.77*Rt_Eq_Di, Errorvar.= 0.35 , R^2 = 0.35
(0.096) (0.037)
8.08 9.53

RED8 = 0.93*Rt_Eq_Di, Errorvar.= 0.43 , R^2 = 0.39
(0.11) (0.045)
8.60 9.43

RED9 = 0.85*Rt_Eq_Di, Errorvar.= 0.41 , R^2 = 0.36
(0.10) (0.043)
8.18 9.51

RL1 = 1.00*Rt_Loyal, Errorvar.= 0.32 , R^2 = 0.66
(0.044)
7.38

RL2 = 0.83*Rt_Loyal, Errorvar.= 0.47 , R^2 = 0.48
(0.080) (0.052)
10.41 8.91

RL3 = 0.66*Rt_Loyal, Errorvar.= 0.30 , R^2 = 0.47
(0.064) (0.033)
10.29 8.95

SI1 = 1.00*St_Img, Errorvar.= 0.31 , R^2 = 0.54
(0.036)
8.67

SI2 = 0.76*St_Img, Errorvar.= 0.49 , R^2 = 0.30
(0.10) (0.051)
7.43 9.55

SI3 = 0.74*St_Img, Errorvar.= 0.58 , R^2 = 0.25
(0.11) (0.060)
6.87 9.63

SI4 = 0.49*St_Img, Errorvar.= 0.50 , R^2 = 0.15
(0.094) (0.051)
5.24 9.80

SI5 = 0.25*St_Img, Errorvar.= 0.51 , R^2 = 0.042
(0.090) (0.052)
2.77 9.93

SI6 = 0.27*St_Img, Errorvar.= 0.57 , R^2 = 0.044
(0.095) (0.057)
2.83 9.93

SI7 = 0.74*St_Img, Errorvar.= 0.44 , R^2 = 0.31
(0.098) (0.047)
7.60 9.52

SI8 = 0.77*St_Img, Errorvar.= 0.51 , R^2 = 0.30
(0.10) (0.053)
7.43 9.55

SI9 = 0.87*St_Img, Errorvar.= 0.45 , R^2 = 0.38
(0.10) (0.048)
8.46 9.34

SI10 = 0.59*St_Img, Errorvar.= 0.57 , R^2 = 0.18
(0.10) (0.059)
5.79 9.76

Structural Equations

Rt_Eq_Di = 0.92*St_Img, Errorvar.= 0.010 , R^2 = 0.97
(0.096) (0.013)
9.54 0.76

Rt_Loyal = 1.37*Rt_Eq_Di, Errorvar.= 0.025 , R^2 = 0.96
(0.13) (0.030)
10.91 0.85

Reduced Form Equations

Rt_Eq_Di = 0.92*St_Img, Errorvar.= 0.010, R^2 = 0.97
(0.096)
9.54

Rt_Loyal = 1.26*St_Img, Errorvar.= 0.044, R^2 = 0.93
(0.12)
10.41

Variances of Independent Variables

St_Img
0.36
(0.06)
5.78

Covariance Matrix of Latent Variables

	Rt_Eq_Di	Rt_Loyal	St_Img
Rt_Eq_Di	0.32		
Rt_Loyal	0.43	0.62	
St_Img	0.33	0.45	0.36

Goodness of Fit Statistics

Degrees of Freedom = 207
Minimum Fit Function Chi-Square = 395.63 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 406.63 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 199.63
90 Percent Confidence Interval for NCP = (146.21 ; 260.84)

Minimum Fit Function Value = 1.99
Population Discrepancy Function Value (F0) = 1.00
90 Percent Confidence Interval for F0 = (0.73 ; 1.31)
Root Mean Square Error of Approximation (RMSEA) = 0.070
90 Percent Confidence Interval for RMSEA = (0.060 ; 0.080)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00093

Expected Cross-Validation Index (ECVI) = 2.51
90 Percent Confidence Interval for ECVI = (2.24 ; 2.81)
ECVI for Saturated Model = 2.54
ECVI for Independence Model = 25.96

Chi-Square for Independence Model with 231 Degrees of Freedom = 5122.63
Independence AIC = 5166.63
Model AIC = 498.63
Saturated AIC = 506.00
Independence CAIC = 5261.19
Model CAIC = 696.35
Saturated CAIC = 1593.47

Normed Fit Index (NFI) = 0.92
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.83
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.91

Critical N (CN) = 130.40

Root Mean Square Residual (RMR) = 0.040
Standardized RMR = 0.061
Goodness of Fit Index (GFI) = 0.84

Adjusted Goodness of Fit Index (AGFI) = 0.81
Parsimony Goodness of Fit Index (PGFI) = 0.69

RETAILER EQUITY

Completely Standardized Solution

LAMBDA-Y

	Rt_Eq_Di	Rt_Loyal
RED1	0.72	- -
RED2	0.65	- -
RED3	0.72	- -
RED4	0.40	- -
RED5	0.52	- -
RED6	0.52	- -
RED7	0.59	- -
RED8	0.63	- -
RED9	0.60	- -
RL1	- -	0.81
RL2	- -	0.69
RL3	- -	0.69

LAMBDA-X

	St_Img
SI1	0.73
SI2	0.54
SI3	0.50
SI4	0.39
SI5	0.21
SI6	0.21
SI7	0.56
SI8	0.54
SI9	0.62
SI10	0.43

Time used: 0.062 Seconds

17 Indikator

DATE: 7/17/2014
TIME: 22:44

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SEM17IND.spl:

```
RETAILER EQUITY
OBSERVED VARIABEL SI1-SI3 SI7-SI9 RED1-RED3 RED5-RED9 RL1-RL3
COVARIANCE MATRIX FROM FILE D:\SEM17IND.COV
SAMPLE SIZE 200
LATENT VARIABLES St_Img Rt_Eq_Di Rt_Loyal
RELATIONSHIP:
SI1=1*St_Img
SI2-SI3=St_Img
SI7-SI9=St_Img
RED1=1*Rt_Eq_Di
RED2-RED3=Rt_Eq_Di
RED5-RED9=Rt_Eq_Di
RL1=1*Rt_Loyal
RL2-RL3=Rt_Loyal
Rt_Eq_Di=St_Img
Rt_Loyal=Rt_Eq_Di
OPTIONS: SC EF
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 200

RETAILER EQUITY

Covariance Matrix

	RED1	RED2	RED3	RED5	RED6	RED7
RED1	0.60					
RED2	0.30	0.60				
RED3	0.34	0.35	0.57			
RED5	0.20	0.20	0.20	0.66		
RED6	0.26	0.15	0.21	0.24	0.71	
RED7	0.25	0.24	0.24	0.12	0.15	0.54
RED8	0.28	0.27	0.30	0.20	0.19	0.27
RED9	0.25	0.21	0.24	0.14	0.23	0.23
RL1	0.45	0.41	0.41	0.32	0.30	0.35
RL2	0.31	0.34	0.31	0.45	0.33	0.23
RL3	0.27	0.29	0.25	0.24	0.24	0.20
SI1	0.35	0.31	0.33	0.24	0.26	0.24
SI2	0.29	0.24	0.24	0.13	0.19	0.23
SI3	0.20	0.19	0.21	0.20	0.23	0.17
SI7	0.23	0.17	0.23	0.19	0.21	0.19
SI8	0.28	0.20	0.25	0.14	0.26	0.28
SI9	0.27	0.20	0.32	0.28	0.23	0.19

Covariance Matrix

	RED8	RED9	RL1	RL2	RL3	SI1
RED8	0.70					
RED9	0.27	0.64				
RL1	0.37	0.38	0.94			
RL2	0.32	0.35	0.52	0.89		
RL3	0.29	0.24	0.40	0.34	0.56	
SI1	0.32	0.29	0.48	0.36	0.30	0.67
SI2	0.26	0.17	0.37	0.19	0.21	0.37
SI3	0.25	0.23	0.34	0.36	0.20	0.28
SI7	0.24	0.27	0.30	0.27	0.22	0.21
SI8	0.22	0.20	0.29	0.24	0.20	0.21
SI9	0.28	0.23	0.41	0.39	0.24	0.27

Covariance Matrix

	SI2	SI3	SI7	SI8	SI9
SI2	0.70				
SI3	0.15	0.78			
SI7	0.16	0.23	0.64		
SI8	0.21	0.25	0.33	0.72	
SI9	0.12	0.28	0.28	0.29	0.72

RETAILER EQUITY

Number of Iterations = 9
LISREL Estimates (Maximum Likelihood)

Measurement Equations

RED1 = 1.00*Rt_Eq_Di, Errorvar.= 0.29 , R^2 = 0.52
(0.032)
9.00

RED2 = 0.91*Rt_Eq_Di, Errorvar.= 0.34 , R^2 = 0.44
(0.10) (0.037)
9.06 9.29

RED3 = 0.98*Rt_Eq_Di, Errorvar.= 0.27 , R^2 = 0.53
(0.098) (0.030)
10.02 8.97

RED5 = 0.73*Rt_Eq_Di, Errorvar.= 0.49 , R^2 = 0.26
(0.11) (0.051)
6.91 9.67

RED6 = 0.77*Rt_Eq_Di, Errorvar.= 0.53 , R^2 = 0.26
(0.11) (0.055)
6.97 9.67

RED7 = 0.78*Rt_Eq_Di, Errorvar.= 0.35 , R^2 = 0.35
(0.096) (0.037)
8.11 9.50

RED8 = 0.94*Rt_Eq_Di, Errorvar.= 0.42 , R^2 = 0.40
(0.11) (0.045)
8.64 9.39

RED9 = 0.84*Rt_Eq_Di, Errorvar.= 0.41 , R^2 = 0.35
(0.10) (0.043)
8.12 9.50

RL1 = 1.00*Rt_Loyal, Errorvar.= 0.32 , R^2 = 0.66
(0.044)
7.23

RL2 = 0.83*Rt_Loyal, Errorvar.= 0.47 , R^2 = 0.48
(0.080) (0.053)
10.37 8.88

RL3 = 0.65*Rt_Loyal, Errorvar.= 0.30 , R^2 = 0.47
(0.063) (0.034)
10.22 8.94

SI1 = 1.00*St_Img, Errorvar.= 0.31 , R^2 = 0.54
(0.036)
8.49

SI2 = 0.75*St_Img, Errorvar.= 0.49 , R^2 = 0.29
(0.10) (0.052)
7.37 9.53

SI3 = 0.75*St_Img, Errorvar.= 0.57 , R^2 = 0.26
(0.11) (0.060)
7.01 9.59

SI7 = 0.73*St_Img, Errorvar.= 0.45 , R^2 = 0.30
(0.097) (0.047)
7.48 9.51

SI8 = 0.76*St_Img, Errorvar.= 0.51 , R^2 = 0.29
(0.10) (0.054)
7.34 9.54

SI9 = 0.86*St_Img, Errorvar.= 0.46 , R^2 = 0.37
(0.10) (0.049)
8.35 9.31

Structural Equations

Rt_Eq_Di = 0.92*St_Img, Errorvar.= 0.0088, R^2 = 0.97
(0.098) (0.015)
9.42 0.59

Rt_Loyal = 1.37*Rt_Eq_Di, Errorvar.= 0.031 , R^2 = 0.95
(0.13) (0.031)
10.89 1.01

Reduced Form Equations

Rt_Eq_Di = 0.92*St_Img, Errorvar.= 0.0088, R^2 = 0.97
(0.098)
9.42

Rt_Loyal = 1.26*St_Img, Errorvar.= 0.047, R^2 = 0.92
(0.12)
10.24

Variances of Independent Variables

St_Img
0.36
(0.06)
5.78

Covariance Matrix of Latent Variables

	Rt_Eq_Di	Rt_Loyal	St_Img
Rt_Eq_Di	0.32		

Rt_Loyal	0.43	0.62	
St_Img	0.33	0.46	0.36

Goodness of Fit Statistics

Degrees of Freedom = 117
Minimum Fit Function Chi-Square = 228.21 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 241.97 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 124.97
90 Percent Confidence Interval for NCP = (84.25 ; 173.47)

Minimum Fit Function Value = 1.15
Population Discrepancy Function Value (F0) = 0.63
90 Percent Confidence Interval for F0 = (0.42 ; 0.87)
Root Mean Square Error of Approximation (RMSEA) = 0.073
90 Percent Confidence Interval for RMSEA = (0.060 ; 0.086)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0024

Expected Cross-Validation Index (ECVI) = 1.58
90 Percent Confidence Interval for ECVI = (1.37 ; 1.82)
ECVI for Saturated Model = 1.54
ECVI for Independence Model = 21.47

Chi-Square for Independence Model with 136 Degrees of Freedom = 4237.61
Independence AIC = 4271.61
Model AIC = 313.97
Saturated AIC = 306.00
Independence CAIC = 4344.68
Model CAIC = 468.71
Saturated CAIC = 963.64

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.97
Parsimony Normed Fit Index (PNFI) = 0.81
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.94

Critical N (CN) = 136.59

Root Mean Square Residual (RMR) = 0.039
Standardized RMR = 0.056
Goodness of Fit Index (GFI) = 0.87
Adjusted Goodness of Fit Index (AGFI) = 0.84
Parsimony Goodness of Fit Index (PGFI) = 0.67

RETAILER EQUITY

Completely Standardized Solution

LAMBDA-Y

	Rt_Eq_Di	Rt_Loyal
RED1	0.72	- -
RED2	0.66	- -
RED3	0.73	- -
RED5	0.51	- -
RED6	0.51	- -
RED7	0.59	- -
RED8	0.63	- -
RED9	0.59	- -
RL1	- -	0.81
RL2	- -	0.69
RL3	- -	0.68

LAMBDA-X

	St_Img
SI1	0.73
SI2	0.54
SI3	0.51
SI7	0.55
SI8	0.54
SI9	0.61

RETAILER EQUITY

Total and Indirect Effects

Total Effects of KSI on ETA

	St_Img
Rt_Eq_Di	0.92
	(0.10)
	9.42
Rt_Loyal	1.26
	(0.12)
	10.24

Indirect Effects of KSI on ETA

	St_Img
Rt_Eq_Di	- -
Rt_Loyal	1.26
	(0.12)
	10.24

Total Effects of ETA on ETA

	Rt_Eq_Di	Rt_Loyal
Rt_Eq_Di	- -	- -
Rt_Loyal	1.37	- -
	(0.13)	
	10.89	

Time used: 0.047 Seconds